TEMPLATE FOR UNIT 3 RESEARCH PAPER

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Dr. Wendt

Advertising Manipulation with Technology

**Intro paragraph – attention getter**

Do you like to stay up to date with the latest technology? We wanted to research and discover what makes people want to have the need to be up to date with the latest trendy items. If they have the item or for example an iPhone people always tend to get the latest and greatest item. Finding out what really makes people get the urge to get a new product when there is nothing wrong with what they currently have. We would also like to see how their style of advertising compares to that of other cellular carriers. Apple is one of the most successful electronic device companies currently and people continually give them their business of buying a new phone when there is nothing wrong with theirs, why is this? Without conducting any research you can tell that people like new things; having the newest and most improved version of a product puts you on top and makes you feel good. Consumers all over the world buy new products every day, but if you have the best version of something you will want to show it off and make others aware that you support the product. This is an important thing to research because it has led to the continuing success of major phone companies such as Apple or Android. In this case we are discussing Apple, people always want their latest and greatest release of technology.

**One to two pages introducing your subject: what it is, why it’s an important thing to research, what you already know.**

What has been found so far is that Apple has the ability to not only to keep their loyal customers buying their newest technology, but they also attract new users to their brand with improvements and similarities to other rival brands (Arthur). Apple has designers and engineers that when creating a new device, they have the mindset of wanting the device themselves. This means, they are asking themselves questions when creating such as, “What would I want my new iPhone to have?” or “What can we adapt to this new device that no other has?”. In addition to this, the device has to be easy to use. The less complications the better. In today’s society people get very busy and need to be efficient when communicating with others. Apple has done a great job with this aspect of their devices and made them very user friendly and can be used by young teenagers all the way up to elder adults (Bajarin). Apple earns their great success from keeping things simple, and specializing in making top quality technology to eliminate consumer’s hard decisions when choosing. Not having a broad range of products they produce, it gives the consumer confidence and guarantee satisfaction that they are buying a quality product and not one that may have possible defects or malfunctions. Many consumers are not tech-savvy and therefore see through that simplicity is key (Bajarin). Another great advantage that Apple brings to the table is their customer service and in store experience. Apple customer support has been shown to easily assist customers with their issues and never come to complications. Apple offers great deals as well, making their customers feel important and involved, not like just someone to give them money (Bortz). Getting to know your customer can be a great advantage, using their preferences and what they like lets them know they are a valued customer, and that is not easy to find everywhere you go. Features are always arising with new updates and software’s that get customers coming back (Kay). With every new phone they come out with, it has something that makes people want to buy it. For example, Apple came out with personal hotspots available on the iPhone 4, and in order to use this feature you had to buy the newest iPhone. This is also seen with Siri, which has been the most successful feature they have come up with and used. Now there is even hands-free Siri where you can just have a conversation with your phone without having to touch it. Another big feature was the fingerprint scan to unlock. Typing in a passcode every time you want to check something on your phone got old pretty fast, seems lazy, but customers want an even more efficient way. With this feature you can just hold your finger on the home button briefly and it will automatically unlock. Apple has other affiliations that promote it and attract customers to the brand as well. For example, they have the App Store app which allows you to browse and download a wide variety of applications that help you socially or economically throughout your day. Another example is Apple Music, allowing Apple users to pay a monthly rate and get to listen to all of the newest and most popular music in the best quality without advertisements or risking getting a virus (Lowensohn).

**Here you write up a synthesis of all your secondary sources, the six from your proposal and the two academic journals.**

**The idea here is to fill your reader in on what has already been written on the subject.**

**This is to be a SYNTHESIS and is not to be organized as a series of article summaries.**

**(SECTION TWO) PRIMARY RESEARCH METHODS AND FINDINGS**

In my research I want to know what keeps people buying similar products when the current products they own satisfy their needs and also if their marketing techniques that are so memorable and eye appealing are what attracts customers. Every year Apple continues to have an increase in sales. Apple in the past year has come out with a new upgrade plan where you can get a new IPhone every year to keep up with the latest and greatest in devices. Apples advertisements are always eye catching and appeal to the younger generations as the must have device out there. I am interested in advertisement manipulation because when I’m watching commercials each one catches my interest in a different way. After I see the ads they randomly pop up in your mind and you think “yeah I saw that on TV” and chances are you are going to make a spontaneous decision to purchase the product. Apple does this very well. Every year in the ads you see from Apple they hit the key new feature that the phone has: using that to their benefit they find ways in showing how much better life is with the new device and more efficient you can be using the latest and greatest devices. Is it the brand persona that keeps consumers coming back to giving continuous business when new products are released, or is it the style and looks that are intertwined within the phone?

We conducted a survey to find out what really makes people want to get a new phone so often. The majority of people surveyed said the number one reason to get a new device is because they feel like the old one is to slow. This doesn’t surprise be due to the fact how fast technology is growing along with processor speeds used in the phones. A key question asked in our survey was which model IPhone do you like best? The results showed outright that customers love the newest look of the IPhone 6s. This shows users they are always in need of that newest design or faster speed. In our survey of 35 people two thirds are Apple users and say they plan on sticking with Apple due to the user friendly interfaces. Asked in the survey: how often are users getting new upgrades? The majority of the 35 surveyed being 26 people upgrade to the newer model devices after two years. this shows the need for the newer devices when their current model works perfectly.

**Here you will write up what you wanted to do for your primary research, why you wanted to do it, and what you hoped to find.**

**Then you will briefly explain your actual research.**

**Then you will discuss the relevant parts of what you found. If it is not relevant to your overall research project, omit it. Do NOT type up interviews or survey questions and answers word for word.**

**(SECTION THREE) DISCUSSION**

**Here you will craft an argument based on what you found in both your secondary and primary research.**

**This can be cause/effect, mediation, problem/solution—whatever organizational method of argument best fits your research.**

**This should NOT be a paragraph but a section—several PAGES.**

**End with summative paragraph—wrap things up**

**(leave white space—hit enter twice)**

**Conclusion – thoughtful, intriguing, call to action, quote, anecdote, hook—something powerful to conclude.**

I want to find out what really makes people have to keep getting the newest electronics year after year. I hope to gain the knowledge to distinguish what exactly contributes to peoples urge to buy these new products. These ads we see on TV are made to make people feel like they aren’t fitting in with last year’s phone or whatever it may be.

**Works Cited**

**Appendices (these will be your primary research plans copied and pasted here.**